

GRAND JUNCTION VISITOR & CONVENTION BUREAU
WORK SESSION

March 10, 2015

Allen Unique Autos
2285 River Road
Grand Junction, CO

PRESIDING: Sharon Woelfle, Vice-Chair

MEMBERS PRESENT: Susie Kiger, Kevin Reimer

ABSENT: Glen Gallegos, Kate Graham, Billie Witham, Per Nilsson, Brad Taylor, Don Bramer

STAFF PRESENT: Debbie Kovalik, Barbara Bowman, Mistalynn Meyeraan, Kim Machado, Kristin Lynch, Erin Chapman, Kristin Winn

Sharon Woelfle announced the absence of a quorum for the regular board meeting which in turn was not held. Those present convened into a work session which began at 3:08 p.m.

Barbara Bowman introduced a new GJVCB employee, Kerry Graves. Kerry shared her background and indicated she was excited to join the team.

Mistalynn Meyeraan shared the 2015 VCB Marketing Plan and reviewed the highlights. In addition, she said that Hill Aevium will be presenting their creative on March 19th at the VCB.

Barbara Bowman mentioned that in July, a representative from Trip Advisor will present an educational seminar on the effective use of Trip Advisor. The GJVCB is also increasing its membership in Cvent which will give us an increase in meeting leads. Staff will also be attending a new trade show called the Colorado Bike Expo.

Staff Reports

Convention and Event Services – Kristin Lynch reported that she has been very busy with the preparations for Ride the Rockies and also her work on the local organizing committee. She has also been busy with the Mesa County Arts and Culture organization (MACO).

Visitor Center – Kristin Winn reported that visits to the visitor center in February were up 18% over February of 2014. She expects the numbers to increase in March as well due to the pleasant weather the area has been experiencing. On March 25th, the volunteer FAM will include an overview of the Grand Valley Transit system and a bus tour of the transfer facilities.

Sales – Barbara reported that leads are at 13% of the goal of 94 as of the end of February. The first Quarterly Coffee meeting was held in February and the lodging properties who attended reported positive business. The GJVCB will host a special sales FAM where lodging partners can participate on a tour of the valley which will include the Colorado National Monument, Rim Rock Adventures, Dinosaur

Journey, Children's Nature Center, Alpacas, Sprigs and Sprouts, and the distillery and a winery in Palisade. This year will be a big event year with Ride the Rockies and the Air Show. Sometime in April, a representative from CHLA will hold a seminar on revenue management for area hoteliers.

Marketing and PR – Mistalynn shared the Miles Media dashboard and the campaigns we are participating in which include the Taste of Pearl event in Boulder on April 19th. The team has been also working on a CTO pilot program for a social media campaign on Facebook. Since our post, we have received 400 comments and 13,000 likes. In 2014, our online reservation system booked 564 room nights with over \$45,000 in revenue to local lodging properties.

Special Events

Due to the absence of a quorum, Mistalynn will summarize the Special Events Committee's recommendations in a separate email to the entire board. Approval of the committee's recommendations will be obtained via email.

Barbara mentioned that for the annual board retreat, the CEO of the Colorado Springs Convention and Visitors Bureau, Doug Price, will be in attendance on April 7th to facilitate a discussion on developing effective relationships with community leaders. The agenda for the retreat is currently in the works and will be sent to the board once it is finalized.

The work session ended at 4:30 p.m.